

WHAT IS CLAIMED IS:

1. An antiperspirant or deodorant composition for topical application to the skin, said composition being in the form of a clear gel comprising a solubilized antiperspirant salt and having a plurality of visible capsules dispersed therein.
2. The composition of claim 1 wherein the clear gel is in the form of a cream, soft solid or solid stick.
3. The composition of claim 2 wherein the clear gel comprises an emulsion, a microemulsion or a vehicle thickened or solidified with a gelling agent.
4. The composition of claim 3 wherein the clear gel comprises a water-in-oil emulsion.
5. The composition of claim 1 or 4 wherein the capsules have a hardness of from about 1 to 30 grams force.
6. The composition of claim 5 wherein the capsules are at least partially hydrated.
7. The composition of claim 6 wherein the capsules are substantially completely hydrated, and have a hardness of from about 1 to 15 grams force.
8. The composition of claim 7 wherein the capsules, prior to addition to the composition, have a hardness of from about 10 to 30 grams force.
9. The composition of claim 1 or 4 wherein the capsules comprise cellulosic capsules.
10. The composition of claim 1 or 4 wherein the capsules comprise polymeric/wax capsules.

11. The composition of claim 1 or 4 wherein the capsules comprise a colorant.
12. The composition of claim 1 or 4 wherein the capsules include an ingredient for application to the skin, and wherein the capsules are adapted to rupture when the composition is applied to the skin, thereby releasing the ingredient.
13. The composition of claim 1 or 4 wherein the capsules have a particle size of about 0.1 to 5 mm.
14. The composition of claim 1 or 4 wherein the capsules have a particle size of about 0.5 to 1.5 mm.
15. A method of manufacturing a personal care composition containing visible capsules, comprising:
- (a) pre-hydrating hydratable capsules to a predetermined extent; and
 - (b) incorporating the pre-hydrated capsules into a personal care composition.
16. The method of claim 15 wherein the predetermined extent is selected so that the capsules will hydrate further after they are incorporated into the composition.
17. The method of claim 15 further comprising, between step (a) and step (b), measuring the hardness of the capsules.
18. The method of claim 15 wherein the capsules comprise cellulosic capsules.
19. The method of claim 15 wherein the pre-hydrating step comprises contacting the capsules with an aqueous solution containing an antiperspirant salt.
20. The method of claim 19 wherein the solution further comprises an alcohol and a glycol.

21. The method of claim 15 wherein the pre-hydrating step comprises spraying a predetermined amount of liquid onto the capsules.

22. The method of claim 15 wherein the capsules are incorporated by first mixing them with a relatively small quantity of the composition to form a concentrate, and then adding the concentrate to the composition in a desired final proportion.

23. A method of increasing the amount of fragrance in a clear gel composition, wherein the composition is an emulsion of a water phase and an oil phase, which method comprises adding the fragrance to the oil phase prior to formation of the emulsion and adjusting the refractive index of the water phase to within about 0.001 or less of the refractive index of the oil phase containing the fragrance, then combining the two phases to form the emulsion..